

MAR 11 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for
Internet advertising space

REPLY TO NON-FINAL OFFICE ACTION

MAILED SEPTEMBER 11, 2007

Via fax: (571) 273-8300

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed on September 11, 2007. In view of the arguments beginning on page 13, reconsideration of the Examiner's rejections and allowance of the present application is respectfully requested.

Petition for Extension of Time on page 2

Fee Calculation on page 2

Amendment to the Claims begins on page 3

Remarks / Argument begins on page 13